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The Methodist Publishing House Madras India

MISSIONARY RESEARCH LIBRARY NEW YORK CITY

An Institution with a Mission

1918

MISSIONARY RESEARCH LIBRARY NEW YORK CITY

An Institution with a Mission

The Methodist Publishing House

Madras

FOUNDED 1885

W. L. King, Publishing Agent

CONTROLLING BODIES

1. Board of Publication of the Central Conference of Southern Asia

Rockwell Clancy ... ... *Chairman*
D. H. Manley ... ... *Secretary*

The Bishops of Southern Asia.....*Ex-Officio Members*

John Byork
Frederick Wood
W. H. Stephens
C. H. Riggs
B. M. Jones
W. G. Shellabear
H. B. Mansell
L. A. Core
H. H. Weak
Benson Baker
W. H. Hollister
J. B. Buttrick
F. R. Felt
C. C. Herrman

II. Local Publishing Committee

W. H. Hollister
J. B. Buttrick
K. E. Anderson
C. W. Ross deSouza
C. E. Parker
H. F. Hilmer

Languages—ENGLISH, KANARESE, TAMIL AND TELUGU

Population of area served—Estimated 59,000,000

Estimated number of this Institution's Responsibility ... 15,000,000

Classes served—Indian Christians from various castes
Non-Christians of various castes and classes.

PROPERTY EQUIPMENT—See the 10 Pictures in this Pamphlet.

Property valuation ... ... Rs. 75,000 = $ 25,000

Valuation of Equipment and furniture

(1) Plant, machinery and tools		Rs. 27,599
(2) Fittings, fixtures, furniture, etc.		Rs. 3,032
(3) Types and moulds ...		Rs. 31,167-11
Total...		Rs. 61,798-11 = 20,600

Present Force—157 men and 22 boys

Annual output of work about $ 25,000

Character of work—Commercial
Magazines and Papers
Reports
S. S. Literature

Literature needs to be met through this Institution.—The varied needs of Christian workers of all grades; the Christian community; the non-Christian peoples of various tongues, literate and illiterate, and the Anglo-Indian community.

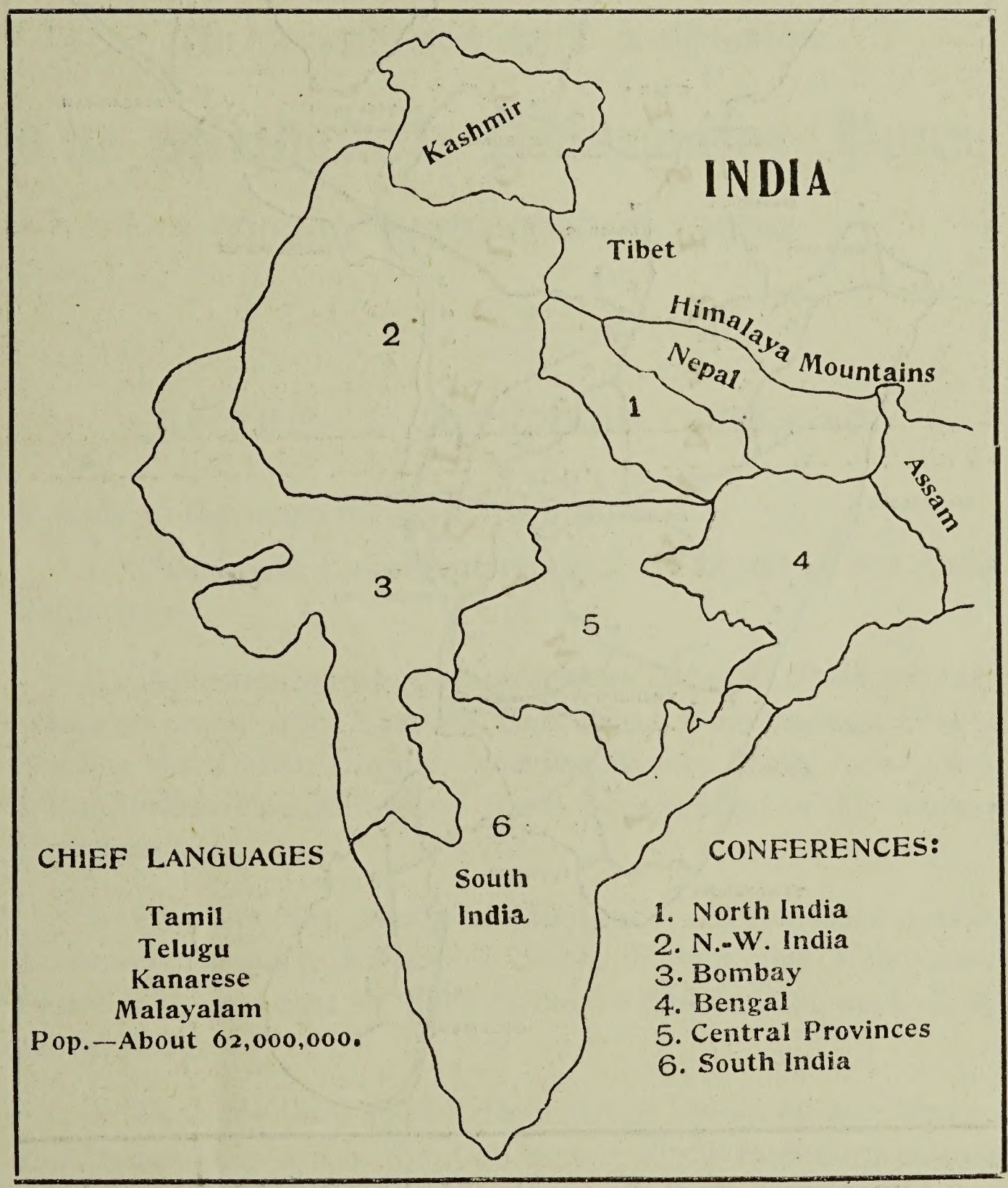
1. MOUNT ROAD—THE STREET ON WHICH IT STANDS
View looking South from near center of street on a line with North boundary of our Property.

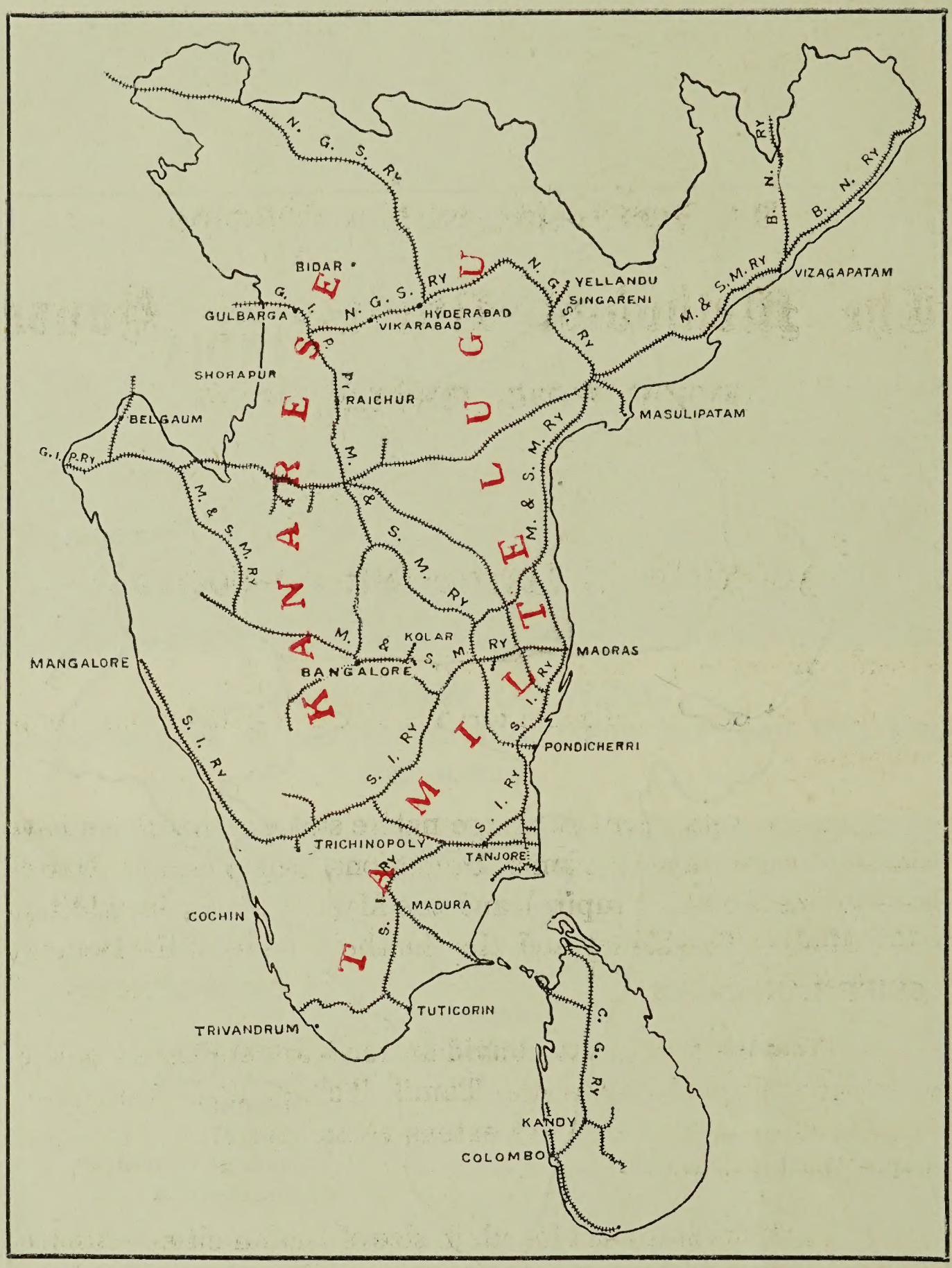
2. FRONT VIEW OF PRINCIPAL BUILDING
A section of the wing that is shown below appears at the left of the picture.

3. SIDE VIEW OF WING

This picture shows a part of our vacant plot lying between this building and the street

4. SIDE BY SIDE WITH FINE BUILDING UNDER ERECTION FOR THE BANK OF MADRAS


Kashmir
INDIA
Tibet
Himalaya Mountains
Nepal
Assam
2
1
3
4
5
6
South India
CHIEF LANGUAGES
Tamil
Telugu
Kanarese
Malayalam
Pop.—About 62,000,000.
CONFERENCES:
1. North India
2. N.-W. India
3. Bombay
4. Bengal
5. Central Provinces
6. South India



The above map shows the Madras Presidency and the large Native States of Hyderabad and Mysore within which South India Conference lies. Ceylon is shown but is not a part of our field.

An Institution with a Mission

The Methodist Publishing House

Mount Road, Madras, India

Its Field—1. Territorially considered

A study of the maps here given will show—

1. That South India Conference is the largest of our India Conferences.

2. That it embraces two large native states in which we have extensive work—the Nizam's Dominions (the premier Native State in the Indian Empire) and the Mysore State, in addition to the Madras Presidency and the Southern point of the Bombay Presidency.

3. That the four great Dravidian races are embraced within its bounds, namely, Kanarese, Tamil, Telugu and Malayalam. Please take note that we have extensive and fruitful work in all except the last.

4. That the third and fourth in size of Indian cities—Madras and Hyderabad—are in this Conference, while Bangalore stands well up in the list having a population of nearly 200,000 and that Tuticorin, Pondicherry, Belgaum, Kolar, Raichur, Gulbarga and Bidar each has a population of from 15,000 to 60,000, making no mention of a very large number of smaller cities within our own Mission area, or of cities large and small located outside what we consider our own Mission field.

Its Field—2. Linguistically considered

Kanarese—John III : 16—

ದೇವರು ಲೋಕದ ಮೇಲೆ ಎಷ್ಟೋ ಪ್ರೀತಿಯನ್ನಿಟ್ಟು, ತನ್ನ ಒಬ್ಬನೇ ಮಗನನ್ನು ಕೊಟ್ಟನು; ಆತನನ್ನು ನಂಬುವ ಒಬ್ಬನಾದರೂ ನಾಶನಾಗದೆ ಎಲ್ಲರೂ ನಿತ್ಯ ಜೀವವನ್ನು ಪಡೆಯಬೇಕೆಂದು ಆತನನ್ನು ಕೊಟ್ಟನು.

Tamil—John III : 16—

தேவன், தம்முடைய ஒரே பேரான குமாரனை விசுவாசிக்கிறவன் எவனெ அவன் கெட்டுப்போகாமல் நித்தியஜீவனை அடையும்படிக்கு, அவரைத் தந்தருளி, இவ்வளவாய் உலகத்தில் அன்புகூர்ந்தார்.

Telugu—John III : 16—

దేవుడు లోకము నెంతో ప్రేమించెను. కాగా ఆయన తన అద్వితీయకుమారుడుగా పుట్టిన వానియందు విశ్వాసముంచు ప్రతివాడును నశింపక నిత్యజీవము పొందునట్లు ఆయనను అనుగ్రహించెను.

These three languages are spoken by over 50,000,000 of people and we as a Mission are charged with the responsibility of evangelising at least 10,000,000 of them.

In addition to the above we have a large opportunity and responsibility in the English language for two other classes—

(1) The Educated Indian, and
(2) The Anglo-Indian.

Each of these classes appeals to us by its peculiar requirements for special literature adapted to condition and need, and we must not close our eyes to that need or, recognizing it, fail to meet it.

Its Field—3. The Need it represents

1. The Christian Worker and his requirements

There are now about 1,000 Christian workers of our own Mission among the above three Dravidian races and these workers

are found not only in the home centers of the races in South India but in parts of Burma and of the Malay Peninsula. Their evangelistic, pastoral and educational spheres of labour embrace 10,000,000 or more of the 50,000,000 of these races.

What Literature do these workers require?

Theological, for their indoctrination and strengthening for every good word and work.

Historical, for informing them of what the Church has done, with the secret of its successes and failures.

Biographical, for their inspiration through the record of those who have wrought well in Christian service.

Interpretative, for explaining the Word of God to meet their special need.

Devotional, for cultivation of the heart life.

Periodical, that they may have an enlightened knowledge of Christian and world movements and thought, and be made the better workmen thereby.

General, for their instruction in methods of work and to meet their peculiar difficulties in thought and service.

2. The Christian Community and Its Needs.

What literature needs do the 55,000 people of our Methodist Christian Community represent; and what will be the needs of the masses who are coming?

They must have a literature that will be suited to their simple requirements. Books and papers they will need but they must be prepared with a view to meeting their need. They must be simple and interesting. Translations of books written for Americans will not do. That which will appeal to them must have the Indian setting and a constant reference to their mental development, mode of thought and habit of life.

3. The non-Christian Community and Its Needs.

Great numbers among non-Christians, especially among the higher castes, can be reached with the Gospel message through the printed page. We cannot afford to miss this opportunity for with many it is doubtless the most effective method of presenting the message.

4. A broader mission even, we believe, awaits this Institution.

We cannot think that the needs of our workers and Christian community, and those of the yet unevangelized within the borders of the field we consider to be our own, embrace all the possibilities for usefulness of this institution or our full responsibility as a Mission. There is no good reason why our output of literature should not have a wider sphere of usefulness if we will only plan as largely and wisely as we ought. There are many Missions at work in South India but there are not many Presses and no Mission Press that covers as wide a range of work as our own. The Christians of other Missions will welcome good literature if we provide it and workers in these broader fields will be glad to widen the sphere of our influence, as well as their own by circulating our periodicals, books and tracts.

Two Important Questions

1. What will special gifts of various sizes accomplish in the way of providing such literature as we need?

Our answer to this question cannot be complete enough to cover all possible cases but will, we trust, meet all requirements.

1. Tracts:—$50 will provide 50,000 two-page tracts crown 8vo. in size.
$85 will provide 100,000 tracts of above size.
$375 will provide 500,000 tracts ,,
$700 will provide 1,000,000 tracts ,,

N.B.—The above are for two-page tracts only, but many of a larger size will be issued and the number issued for a given sum would be proportionately lessened.

2. Pamphlets and Books :—

$30 will provide 1,000 copies of pamphlets of 32 pages crown 8vo. paper binding.
$65 will provide 1,000 copies of 64 pages.
$60 will provide 500 copies of a book in stiff cover binding.
$100 will provide 1,000 copies of 104 pages.

Note the following points ;—

1. Some larger books must be published at a cost of $200 or even $300 a volume and some larger gifts to meet such needs will be greatly appreciated.

2. That a study of the items given will enable those who wish to aid in this work by larger or smaller gifts to determine about what their proposed gifts will accomplish.

3. Periodical Literature :—

Such literature may be provided through co-operation with other Missions, or it may be necessary for us to take the initiative, but in either case $500 a year will be required for a few years to help out in our three languages in this special department of our literature programme.

4. Endowment for Literature :—

$500 at 5 per cent. will provide annually in perpetuity 25,000 tracts as specified above or 1,000 copies of a pamphlet of 32 pages crown 8vo.
$ 1,000 at 5 per cent. will provide 1,000 copies of a book of 48 pages stiff covers annually or 50,000 tracts annually as described above.

5. Provision for translation work :—

To carry through our literature programme successfully we must make arrangements such that Missionaries can give a part of their time to the work of translation and revising of translations.

$500 a year for this work in each language will be required and gifts for that purpose will be gratefully received.

2. What amount is required to place the Madras Publishing House on such a financial basis that it will be prepared to meet the demands of the present opportunity?

The answer of the Local Press Committee and Executive Board of the Central Conference of the Methodist Episcopal Church in Southern Asia is $55,000.

What shall the character of our future Indian Church be?

It is for the Churches of Christian lands that have planted the Church in India, as well as the Churches and their leaders on this Mission field to answer. The responsibility is a grave one.

To avoid weaknesses that will in the coming years spell defeat in large capitals the Home Churches must join with us who plan and labour on the field to raise the illiterate people we are receiving out of their illiteracy and give them an intelligent grasp of Christian truth, the programme of the Church and their relation thereto. To accomplish this great result it is not enough that we have teachers and preachers, we must also have literature—literature that is adapted to the needs of the people, comprehensive and varied.

We believe that the mission of the Madras Publishing House is to meet this need. Please read the following as an authoritative official statement of the case.

Resolution of Local Publishing Committee of the Methodist Publishing House, Madras.

Whereas the Madras Publishing House of the Methodist Episcopal Church is strategically located in the midst of the great Dravidian languages of South India—Tamil, Telugu, and Kanarese, spoken by over 50,000,000 of people the vast majority of whom, say 97 per cent., are yet unevangelized; and

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Whereas, the Methodist Episcopal Church is carrying on systematic aggressive work in these languages and has already gathered a Methodist community of over 52,000 * and confidently looks for great ingatherings in the not distant future; and

Whereas, our Church is held responsible by the Evangelical Churches of Christendom for the christianization of (at the lowest estimate) 10,000,000 of the fifty who, so far as human calculation goes, will never be christianized except by our Church and its agencies; and

Whereas, it is of the utmost importance that the large community of more than 52,000 * which is increasing annually at an average rate of 10 per cent. should be provided with a suitable literature in the three languages for the people themselves who are emerging from heathenism and for the hundreds of preachers urgently needed to shepherd the growing Church; therefore

Resolved—*First*, that we consider it vital to the interests of Methodism in South India that the Madras Publishing House which has earned for itself a well established reputation in India for superior work should, at the earliest date possible, be placed in a position of highest efficiency for carrying on its indispensable work;

Second, that we recommend to the Board of Publication of the Central Conference of Southern Asia at its approaching session in Lucknow the making of an emphatic pronouncement to the effect of the statement embodied in the foregoing first Resolution.

Third, that we request the Board of Publication to prepare an appeal to the Book Committee of our Church in America to assume the direction of our Publishing interests in India, in co-operation with the Board of Foreign Mission.

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* Later figures show almost 58,000 for South India Conference alone. To this figure there must be added the Telugu Christian community of the Central Provinces and Burma and the Tamil of Burma and Malaysia. As the figure here given for South India was made up October, 31st, 1917, and it is now April, 1918 it is safe to say that South India alone has now above 60,000.

Action of the Executive Board endorsing that of the Board of Publication.

* * * * *

"**In particular** we rejoice that the growth of new conditions influencing the relations of the Methodist Publishing House, Madras, strengthen the conviction we have long cherished that that institution, founded in prayer and faith, is destined to become one of God's important agencies for profoundly affecting the spiritual and intellectual life of many millions in Southern India,

"**Resolved,** therefore, that we forward to the Agents of the Methodist Book Concern, New York, and to the Secretaries of the Board of Foreign Missions the resolutions received from the Local Publishing Committee, Madras, through the Board of Publication;

"**Resolved,** that we heartily endorse the resolution, and the appointment by the Board of Publication of a commission to confer with the Agents of the Methodist Book Concern and with the Secretaries of the Board of Foreign Missions in the matter of unifying all the publishing interests of our Church in Southern Asia, and making them an integral part of the Methodist Book Concern."

The commission appointed consists of the Bishops of Southern Asia, Rockwell Clancy, D. H. Manley, W. H. Hollister, W. L. King and F. B. Price.

Probable Interrogations Answered

1. Cannot the literature needed be purchased as required?

To an extremely limited degree. It must be remembered that Christian literatures in these Dravidian languages are in their infancy. It must also be remembered that the distinctively Methodist literature we must have, if we are to keep our Methodist doctrinal standards to the front and perpetuate the real spirit of

Methodism, must be even more largely produced by us as our only associate in this great work is our sister Methodism—the Wesleyan Church of England.

2. Can we not reach the end we seek by going to other Publishing Houses and Presses for our printing?

Both our own observation and the experience of many in other Missions combine to convince us that such a plan will not work out to the practical benefit of our work. The programme we must make is too big, varied, and far-reaching in respect to time, to be carried through without an institution directly under our control. The verdict on the field is becoming more and more general that if we trusted to that method we would not get the required literature.

3. Is it not possible for the Missions working among the Dravidian races to co-operate in the work of the production of the literature needed?

That is possible along general lines and will be done. In the working out however of any co-operative scheme, we must have money to meet our full share of the expenditure while through our Publishing House we can more satisfactorily serve ourselves and those who co-operate with us.

4. Can the Publishing House by its earnings aid to any considerable degree in the building up of the trilingual Christian literatures needed?

Those who know the conditions under which it has been working and have considered the whole subject, believe there are large possibilities in this direction if steps are taken to place the institution on a basis such that profits can be turned over for the production of literature.

5. Can outside patronage be depended upon to give financial returns that will help in securing the end we seek?

Apart from purely commercial work, on which we have had a nearly uniform amount year by year for many years past, we

have had a good volume of work for a large number of Missions and Christian Societies and Institutions and see no reason why we may not expect as much in the future as we have had in the past.

A Final Word

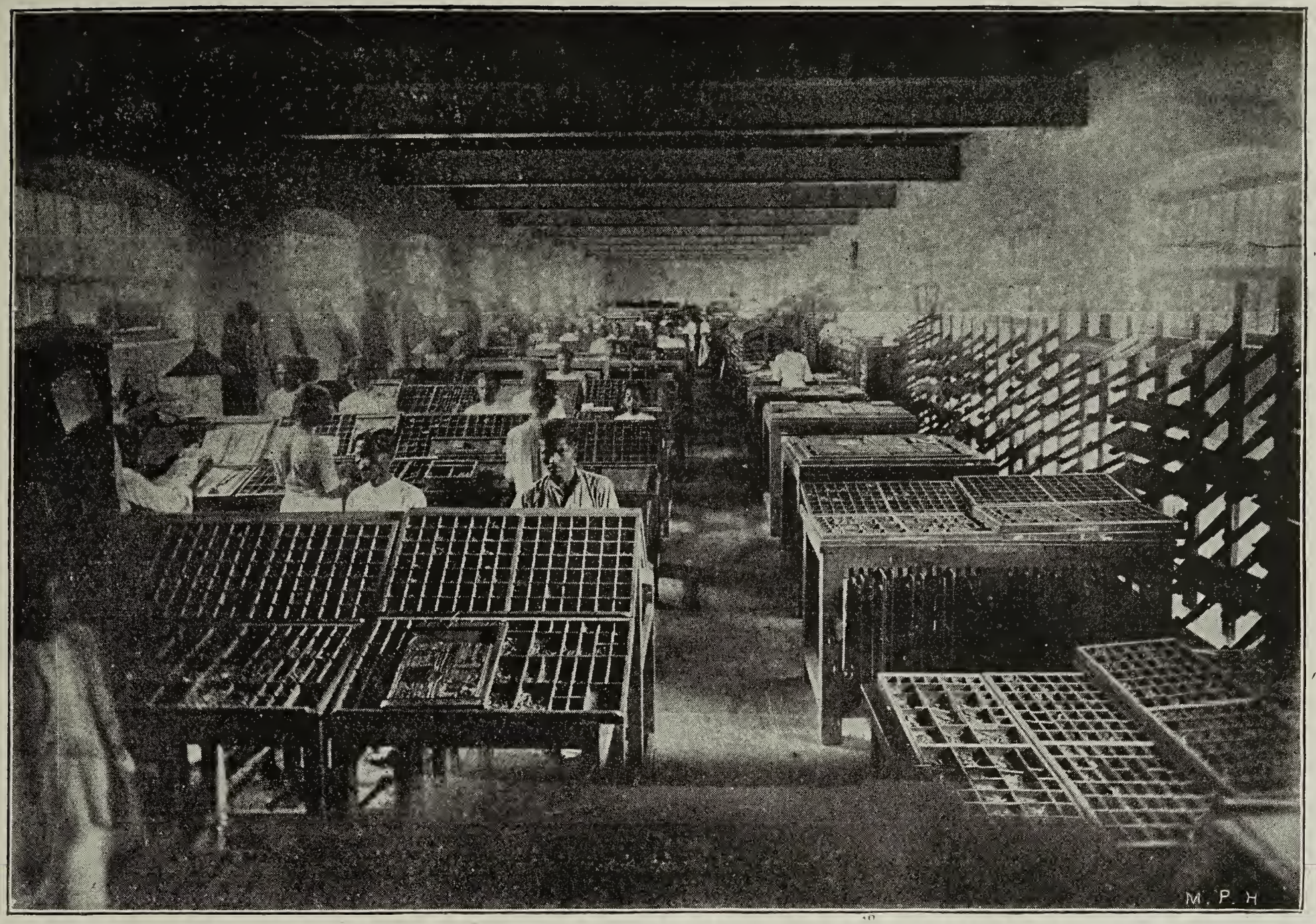
Our final word may well be one of appeal. Believing as we most firmly do that the Madras Publishing House has a definite mission to 15,000,000 of people, Christian and non-Christian, we consider the appeal we make fully warranted. Believing further that this mission if wisely and well discharged will mean a wide extension of the kingdom of Christ and a strengthening and nerving of the Church in these fields, for its great task we can not do otherwise than send our appeal to the Church that has founded the Mission and whose money and prayers have made the great opportunity that now confronts us for both extensive and intensive work.

We shall gratefully welcome gifts small, or great, and whether they are for the equipment of the institution itself for larger and better service, or for literature.

All gifts should be sent to The Board of Foreign Missions, 150 Fifth Avenue, New York City, with a clear specification that it is for the Methodist Publishing House, Madras, or for Christian Literature in South India Conference, as the case may be.

Each gift will be duly acknowledged by the Agent of the Publishing House—the acknowledgment cards being printed in English and the three Dravidian languages in which our work is carried on.

Methodist Publishing House, Madras—1918.

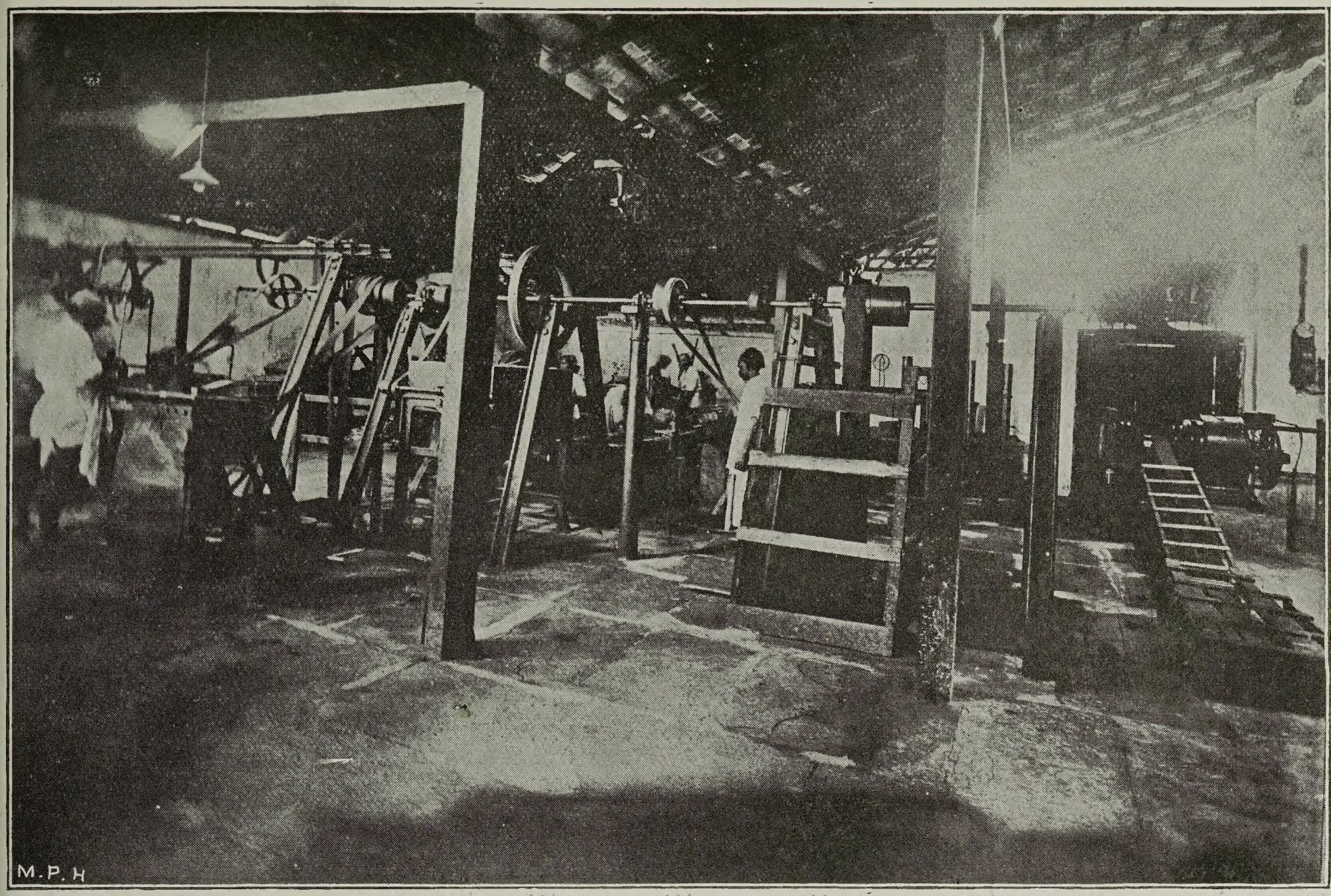


The Composing Room on the ground floor of the wing—111 feet by 23 feet in size. Here 49 men and 21 boys are at work in Kanarese, Tamil, Telugu and English. Of the boys 18 are from our Tamil Boys' Boarding and Industrial School and work only half-time.

The Press Room from the N. E. corner Size 72 × 40 feet and 24 feet high.

The Press Room from the N.W. corner where bales of paper are stored- our Stock Room only accommodating open stock of paper and inks, chemical and metals in stock.

The Bindery-Room 111 × 23 feet.



The Machinery Room, 45 × 44 feet. The Electric Motor is seen at the right hand side

The Office Room with Staff.
The Store Room is at the Rear, being separated by a partition 8 feet high.

A growing Church calls for a growing Literature and demands adequate facilities for its production.

BUT

Is the Church Growing?

Look at these figures of the *Christian Community of South India Conference*—

1896	...	...	1,497
1900	...	...	2,767
1904	...	...	3,265
1908	...	...	8,004
1912	...	...	28,593
1916	...	...	52,725
1917	...	...	58,441

Present Christian Community is a thirty-nine fold increase over that of 1896.

Advance past 5 years 29,848, or twenty times the total Christian Community of 1896.

Percentage of advance by Quadrenniums from 1896 to 1916 —85; 18; 114; 257; 84.

Christian Workers—

1896	...	...	170
1904	..	...	356
1912	...	..	807
1916	...	..	1,028
1917	...	...	1,036

Shall we equip these workers to minister to this growing Church and win the masses now waiting?

We must do this or fail to discharge our duty.

Your help is needed to enable the Methodist Publishing House, Madras, to keep pace with the growing demand.